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1949 SEASON

COKER 100

WILT RESISTANT
COTTON

1948 BREEDER FOUNDATION STOCK

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U. S. Department of Agriculture



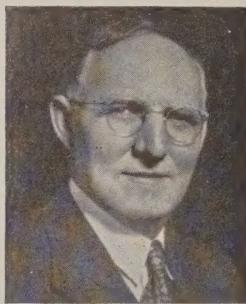
COKER'S PEDIGREED SEED COMPANY

"The South's Foremost Seed Breeders"

HARTSVILLE, S. C.

COKER'S
PEDIGREED
SEED
BLOOD
WILL TELL

To the Cotton Growers of the South—



Dr. George J. Wilds
President

The official government estimates of the 1948 American cotton crop show a probable production of more than 15 million bales, and raises the possibility that the Secretary of Agriculture may call a referendum on acreage control for 1949. However, regardless of whether cotton is scarce or plentiful, or whether or not acreage control is in effect next year, we believe that wise cotton growers will select the variety of cotton which will produce the length and quality of lint which American cotton mills want. They will choose a cotton which produces maximum returns in dollars per acre, and those who are mechanizing their cotton growing operations will select one which is suited for machine harvesting.

The evidence which has been accumulating since our Coker 100 Wilt Resistant cotton was first introduced in 1942, gives convincing proof that this variety is one of the safest, most productive, highest money value, and widely adapted cottons which has ever been offered to American cotton growers.

In this catalog we have limited what we have to say about our Coker 100 Wilt Resistant cotton to the minimum which is necessary to give our old friends and new customers the essential facts, but have devoted most of our space to the record which this cotton is making throughout the Belt, and the significant results it is giving.

Since Coker 100 Wilt cotton was first introduced six years ago it has grown in popularity until now more than one out of ten acres of the American cotton crop is planted to this variety. To make such a record, a cotton must be good!



Robert R. Coker
Vice-President

President

Vice-President

COKER 100 WILT (1948)

1948 REGISTERED BREEDER FOUNDATION STOCK

A widely adapted $1\frac{1}{16}$ " variety combining a high degree of resistance to Fusarium wilt, excellent picking qualities for hand or machine, extra earliness, high yield and superior spinning quality.

Our 1948 Breeder Foundation Stock of Coker 100 Wilt cotton is the result of seventeen years of continuous improvement by extensive selection and testing of many thousands of individual plants on both wilt and non-wilt infested soils. Improvement has been made on the basis of wilt resistance, yield, staple, picking quality, storm resistance, fiber strength and spinning quality.

IDEAL WILT BREEDING SOILS

Here at Hartsville, where cotton has been grown on some of our lands almost continuously for 100 years, we are fortunate in having soils heavily infested with Fusarium wilt and other diseases, which gives us almost ideal conditions for breeding for wilt resistance. Supplementing this, is a similar breeding program underway at Banks and Clarksdale, Mississippi, and at Leachville, Arkansas, where both Fusarium and Verticillium wilt occur.

This cotton is as well suited for planting on non-wilt soils as it is on wilt lands, and reports have been received this season on its splendid performance from such widely separated areas as Emporia, Virginia, and Harlingen, Texas, in the Rio Grande Valley.

MORE THAN $2\frac{1}{4}$ MILLION ACRES PLANTED IN 1948

Coker 100 Wilt was first offered for planting in the spring of 1942, and during the six years following, has continuously increased in popularity until well over $2\frac{1}{4}$ million acres have been planted to this variety in 1948, according to figures from reports of Extension Cotton Specialists in the Southeastern belt.

The hundreds of good reports which have come in to us from all states of the Southeast and from Texas and Oklahoma, representing practically all types of cotton soils, are evidence that this cotton is well adapted to planting throughout the Cotton Belt, Texas and Oklahoma, eastward.

LEADS EXPERIMENT STATION TESTS

The State Experiment Station variety tests, as far north as Missouri and as far south as Weslaco, Texas, at the southern tip of the belt, this cotton has stood at or near the top in production and money value per acre.

We will, of course, continue to improve our Breeder Foundation Stock each year with our newest and best lines from our wealth of breeding material, at the same time maintaining the standard type and recognized characteristics of the variety.

Our extensive breeding program is such as to guarantee constant improvement in all the desirable qualities of this cotton.

DESCRIPTION

Plant—Erect, semi-determinate in type. Vigorous with more erect, well spaced fruiting branches.

Foliage—Thin, with deeply lobed, medium sized leaves.

Season—Very early.

(Continued on page 4)

Right: Increase field Coker 100 Wilt cotton 1948 Breeder Foundation Stock. Photo taken early September illustrates heavy fruitage, wide, fluffy opening of bolls, well spaced fruiting branches, and earliness.



COKER 100 WILT (Continued)



Photo above shows why Coker 100 Wilt is so well suited for hand picking or machine harvesting.

Bolls—Round ovate, slightly pointed, 70 to 72 to pound, open extremely wide and fluff beautifully yet storm resistant.

***Lint Length**— $1\frac{1}{32}$ " to $1\frac{3}{32}$ " or longer, under good conditions.

***Lint per cent**—37% to 39%.

Character—Excellent, uniform, strong.

Production—High.

Wilt Resistance—High resistance to Fusarium and tolerant, though not resistant, to Verticillium.

Picking Quality—The best. Has proven to be especially well suited for mechanical harvesting as well as hand picking.

*This description is written to cover the expected performance of Coker 100 Wilt cotton under average conditions throughout the cotton belt. When planted on fertile soils, such as those of the Mississippi River Valley, this cotton normally produces a longer staple and slightly lower turnout.

PRICES—\$14.50 per 100-lb. bag, \$255 per ton, F.O.B. Hartsville, S. C., and Memphis, Tenn., Hopson Spur, Clarksdale, Miss., and Leachville, Ark. See your nearest Coker Distributor or mail your order direct.

ALL SEED RE-GINNED AND TREATED

RED HEART TRADE MARK ON ALL BAGS OF GENUINE COKER'S PEDIGREED SEED

Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our registered Red Heart Trade Mark. Each bag also bears our O.K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O. K. tag under seal and our Red Heart Trade Mark. Protect yourself by insisting upon having only seed bearing our official O.K. tag and registered Trade Mark.

OUR RESPONSIBILITY

Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case, do we give any warranty expressed or implied as to the productivity or performance of our seed.

EFFECT OF GROWING CONDITIONS

Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

Aug. 5, 1948

BEST ALL ROUND—"The Moore Plantations have used Coker pedigree cotton seed over twenty years. Your Coker 100 Wilt Resistant strain best all round cotton I know for early maturity. Satisfactory turn out. Fine staple, it is not hard to pick and shows no sign of wilt."

Mrs. Henry Moore, Jr.
Texarkana, Arkansas

AN AUTHORITATIVE STATEMENT ON COTTON WILT

Because of the growing seriousness of the Fusarium Wilt problem and its threat to economic cotton production in many new areas, we have asked Dr. H. D. Barker, Principal Pathologist and Cotton Disease Expert, Bureau of Plant Industry, U. S. Department of Agriculture, to give us an authoritative statement which we could reprint in our 1949 catalog. His statement follows:

"Fusarium Wilt affects many thousands of acres in all of the principal cotton growing states east of New Mexico. In the irrigated Southwest the conditions that are conducive to development of very serious Verticillium wilt damage apparently are unfavorable to the spread and development of Fusarium wilt. Even in the Texas-Oklahoma and Mid-South areas where the two wilts rather commonly overlap they usually, but by no means invariably, occur in different fields or different parts of the field. In the southeastern states where Fusarium wilt is one of the very serious hazards to cotton production, Verticillium wilt occurs so rarely that the finding of isolated instances of the disease is of local interest to Plant Pathologists . . .

The general importance and distribution of wilt has been fairly well determined in the Southeastern United States by various Federal and State pathologists who have been interested in cotton wilt. Our observations confirmed the enormous economic importance of wilt in the entire Coastal Plain area. A distinct impression was gained that wilt is becoming of increasing importance in local areas of the Piedmont and Upland regions. This it is felt may represent an actual spread of wilt, or it may represent an increased consciousness of wilt . . .

Fortunately, we now have wilt-resistant varieties that have such good agronomic and spinning properties that the farmer is desirous of growing them regardless of whether or not his fields are affected by wilt. One rather good important change is the increasing attention growers are now giving to the findings that adequate potash to prevent deficiency symptoms will aid in reducing wilt damage. This is important even with wilt-resistant varieties."

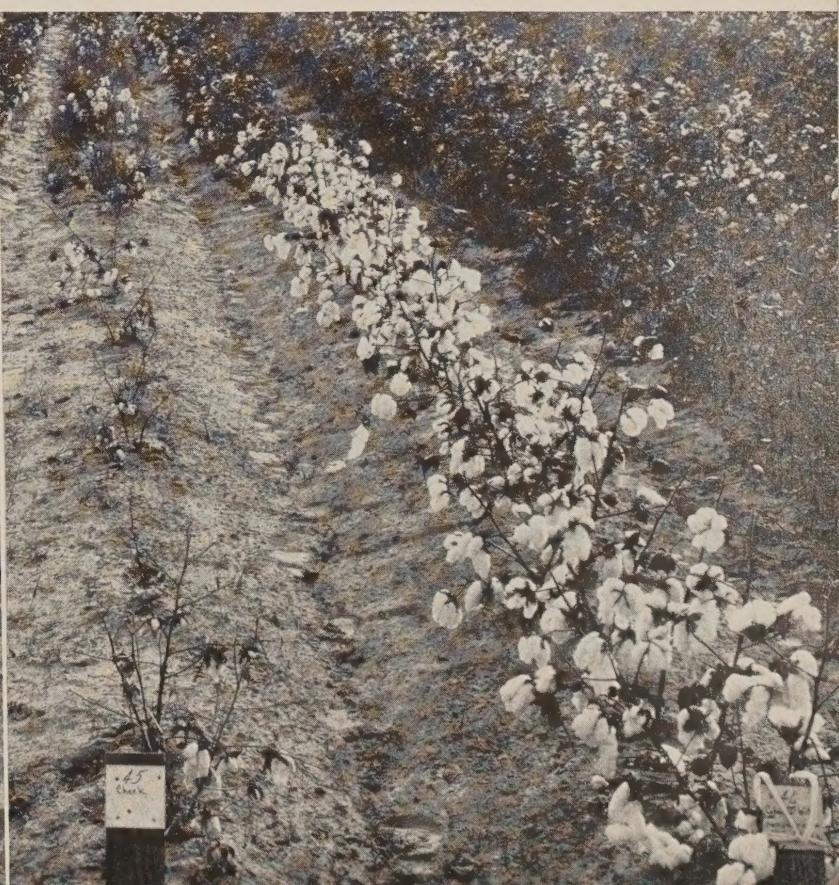
IMPORTANT NOTE

Fusarium wilt is widely distributed throughout the cotton belt from Texas and Oklahoma eastward, and is particularly severe in the sandy or light, acid soils of the Coastal Plain that are especially deficient in potash. Diseased plants may be recognized by the stunted, yellow appearance accompanied by dying of the leaves which usually starts toward the top and continues downward. A brownish discoloration is observed when the bark of diseased plants is peeled back, and dark streaks are seen in the woody part throughout root and stem.

Verticillium wilt usually prefers alkaline soils, and its damage is more in evidence during and immediately following a cool, rainy season. Field symptoms are similar to those of Fusarium wilt, and laboratory study is usually necessary to differentiate the two.

Our Coker 100 Wilt Resistant cotton has been bred to produce maximum yields on soils affected by Fusarium wilt, and it has some tolerance for Verticillium wilt. However, due to the development of apparently new races of wilt, complicated by adverse seasonal conditions, improper fertilization and the presence in many instances of nematodes, no conscientious breeder can guarantee any wilt resistant cotton to survive 100% on any wilt infested soils.

These soils which have been planted to cotton for more than 100 years are heavily infested with Fusarium wilt and other diseases, and give us an ideal proving ground for our wilt resistant cottons. The early season view shows vigorous, healthy row of Coker 100 Wilt on left, while center and right hand rows of non-resistant cottons are badly wilted. Right hand photo taken when cotton was mature shows severe wilting of check row on left, and disease resistance and production of Coker 100 Wilt on right.



PRIZE WINNING YIELDS

SOUTH CAROLINA

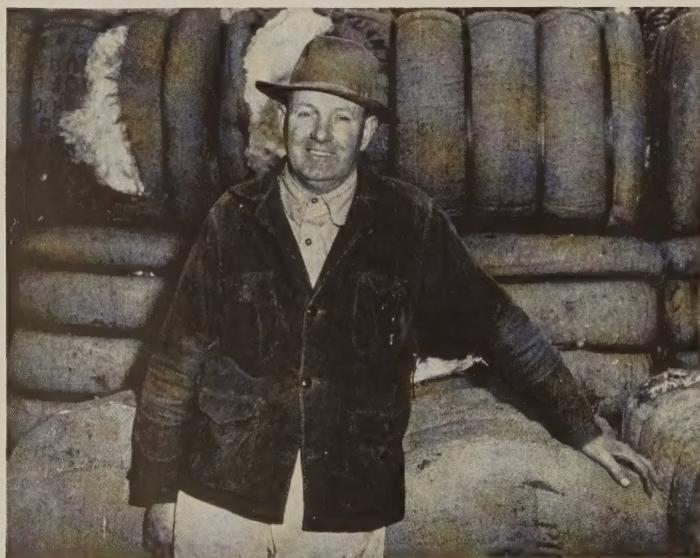


SOUTH CAROLINA—Peter Wiles, Elloree, S. C., First Prize Winner in the 1947 S. C. Cotton Contest, says: "I have been planting COKER 100 WILT RESISTANT cotton for the past several years and have made more cotton with it than with other varieties. . ." Mr. Wiles' prize winning yield was 1224 lbs. lint per acre with staple of 1-1/16".

1947 PRIZE WINNERS SOUTH CAROLINA 5-ACRE COTTON CONTEST

Name	County	Pounds Lint Cotton on 5 Acres	Variety Used
Peter Wiles	Calhoun	6120	Coker 100 W. R.
J. N. Smith	Edgefield	6040	Coker 100 W. R.
C. L. Ruff	Newberry	5715	Coker 100 W. R.
D. L. Bedenbaugh	Newberry	5450	Coker 100 W. R.
M. K. Huggins	Dillon	5995	Coker 100 W. R.
Franklin Perry	Edgefield	5395	Coker 100 W. R.
Boyd Atkinson	Marion	5115	Coker 100 W. R.
Henry Blanding	Clarendon	4625	Coker 100 W. R.

NORTH CAROLINA



NORTH CAROLINA—H. E. Bonds, Route 1, Concord, N. C., whose yield of 1399 lbs. lint per acre won First State Prize in North Carolina last year, says: "I have tested Coker 100 W. R. with other varieties and found that it is the earliest, fastest fruiting and most productive of any. . ."

STATE AND DISTRICT PRIZE WINNERS FOR PAST FOUR YEARS 1943-1946

SOUTH CAROLINA 5-ACRE COTTON CONTEST

1943

W. G. Smith	Edgefield	5980	Coker 100 W. R., St. 2
W. C. Holman	Calhoun	5430	Coker 100 W. R., St. 2
P. H. Lyles	Marlboro	4520	Coker 100 W. R., St. 2
W. J. Turner	Fairfield	4290	Coker 100 W. R., St. 2
H. W. Perrow	Calhoun	5315	Coker 100 W. R., St. 2
C. Marion Mims	Lee	4925	Coker 100 W. R., St. 1
Chas. M. Chitty	Bamberg	4725	Coker 100 W. R., St. 2
Van Peebles	Hampton	4275	Coker 100 W. R.

1944

T. E. Benton	Florence	6370	Coker 100, St. 7
B. M. Smith	Edgefield	6230	Coker 100 W. R.
Peter Usher	Marlboro	5825	Coker 100 W. R., St. 3
F. C. Spears	Marlboro	5545	Coker 100 W. R., St. 3
R. E. McLendon	Lee	5560	Coker 100 W. R., St. 4
J. R. White	Sumter	5420	Coker 100 W. R., St. 3
J. D. Hutto	Dorchester	5500	Coker 100 W. R., St. 2
R. E. Williams	Hampton	5335	Coker 100 W. R., St. 3

1945

Robert Felkel	Calhoun	6825	Coker 100 W. R., St. 4
H. W. Perrow	Calhoun	5800	Stonewilt, St. 4
G. F. Bagwell	Anderson	5595	Coker 100 W. R., St. 4
J. H. Patrick	York	5535	Coker 100 W. R.
C. B. Player	Lee	4895	Coker 100 W. R., St. 3
Jack Player	Lee	4675	Coker 100 W. R., St. 3
Dick Moorer	Dorchester	4995	Coker 100 W. R., St. 3
W. A. Rouse	Hampton	4735	Coker 100 W. R., St. 4

1946

J. Harvey Neeley	Chester	8275	Coker 100, St. 8
R. E. Williams	Hampton	5540	Coker 100 W. R., St. 5
W. M. Wooten	Chester	5505	Coker 100 W. R., St. 5
Joe Wylie	Chester	5285	Coker 100 W. R., St. 5
J. M. Moss	Calhoun	5500	Coker 100, St. 7
Albert Dority	Florence	5200	Coker 100
George Cogburn	Bamberg	4905	Coker 100 W. R., St. 4
W. F. Barnes	Allendale	4680	Coker's 4 in 1

1947 PRIZE WINNERS NORTH CAROLINA 5-ACRE COTTON CONTEST

Name	County	Pounds Lint Cotton on 5 Acres	Variety Used
H. E. Bonds	Cabarrus	6995	Coker 100 W. R.
Leonard Killian	Warren	6690	Coker 100 St. 6
B. F. Baxter	Lincoln	5785	Coker 100 W.
V. E. Davis	Cabarrus	5635	Coker 100 W. St. 5
Richard Barber	Rowan	5615	Coker 100
Dwight Rowland	Wake	5890	Coker 100 W. St. 5
Elmore Locklear	Robeson	5750	Coker 100 W. R.
Mrs Nolie McKenzie	Scotland	5435	Coker 100 W. R.
W. J. Hecht	Warren	5625	Coker 100 St. 9
J. Henry Vaughn	Nash	5520	Coker 100 W. R.
Ira Johnson	Nash	5495	Coker 100

Average yield of 11 prize winners, 1172 pounds lint per acre.

WITH COKER 100 WILT -

GEORGIA



GEORGIA—J. F. Hayes, Sasser, Terrell County, Georgia, shown in his field of Coker 100 W. R. cotton which took top prize money in the 1947 Georgia Contest. His yield was 16,297 lbs. seed cotton on the 5 acres or 2.6 bales lint per acre. Mr. Hayes says: "I have grown several varieties of cotton but have found COKER 100 WILT best variety I have ever grown. It is a high yielding wilt resistant variety with good staple length. My experience with this cotton has been entirely satisfactory."

1947 PRIZE WINNERS GEORGIA 5-ACRE COTTON CONTEST

Name	County	Pounds Seed Cotton on 5 Acres	Variety Used
John F. Hayes	Terrell	16,297	Coker 100 Wilt
Sam E. Thomason	Gwinnett	14,260	Coker 100 Wilt
W. B. Francis	Washington	13,009	Coker 100 Wilt
D. W. Copeland	Washington	12,991	Coker 100 Wilt
C. R. Josey	Washington	12,536	Coker 100 Wilt
Emory E. Jackson	Lamar	11,985	Coker 100 Wilt
W. A. Meadows	Bleckley	11,626	Coker 100 Wilt
R. P. Stripling	Cook	11,400	Coker 100 Wilt
James A. Smith	Ben Hill	11,250	Coker 100 Wilt
Larry Staples	Carroll	11,085	Coker 100 Wilt
W. H. Smith	Bullock	10,870	Coker 100 Wilt
L. P. Joyner	Bullock	10,441	Coker 100 Wilt
Jim H. Strickland	Bullock	10,223	Coker 100 Wilt
B. S. Miller	Marion	10,407	Coker 100 Wilt
R. F. Calhoun	Dooly	10,040	Stoneville 2B
W. B. Young	Chattooga	10,000	D. P. L.
C. J. Hutchins	Barrow	9,900	Empire
Walter Perry	Barrow	9,850	Coker 100 Wilt

Nov. 15, 1947

"CAP-ROCK" FARMER GATHERS 9 BALES ON 5 1/2 ACRES FIRST PICKING

"Mr. Roy Wienke, of Lubbock, seeded 5 1/2 acres from this one sack (Coker 100 Wilt) on his irrigated farm located about 12 miles Northeast from Lubbock and reports he gathered 9 bales from his first picking. He says he will gather several more bales in the final picking and has promised to give us a complete accurate report when he has finished. He states the entire 9 bales graded Middling 1 inch. He is highly pleased with the cotton and is saving all the seed from this plot."

Lubbock Cotton Oil Company
Lubbock, Texas.

Reprinted from the 1947 Cotton Contest Circular No. 311 published by Clemson (S. C.) Agricultural College Extension Service.

IMPROVEMENT THROUGH VARIETIES

Varieties of cotton that produce largest yields of medium length staple with good spinning quality are very important. The spinning quality of cotton is definitely associated with variety as well as other factors, such as location, soil and weather conditions. In order to maintain this quality and uniform good length of staple, seed not more than two years from the breeder should be planted. Good breeders in South Carolina are having fiber and spinning tests made to assure that the cotton produced will have good spinning quality and are contributing a great deal to the improvement in this quality as well as in quantity production in the state.

All varieties grown by contestants during the past six years in sufficient numbers for a comparison are listed in table 5, showing the outstanding varieties in yield per acre for the entire period with percent of lint, boll size, and length of staple.

TABLE 5—SUMMARY OF VARIETIES FOR 1942-1947 INCLUSIVE

	No. of 5-acre plots	Bolls per lb.	Aver. length staple	Per cent lint	6-yr. av. yield per acre
Coker 100 W. R.	1661	75	1 1/16"	37.4	692
Coker 100	679	75	1 1/16"	37.7	652
Coker's 4 in 1	201	77	1 1/16"	35.7	638
Marrett's White Gold	82	71	1 1/16"	36.3	629
Delta Pine Land	106	81	1 1/16"	39.4	630

Oct. 2, 1947

MOST DEPENDABLE COTTON FOR THE LOUISIANA DELTA—"We have been planting 1000 acres of Coker's Wilt Resistant cotton for the past five years and are well pleased with both the staple and production. We believe that the Coker 100 Wilt is the most dependable cotton for the Louisiana Delta. Our average this year will equal or exceed a bale per acre."

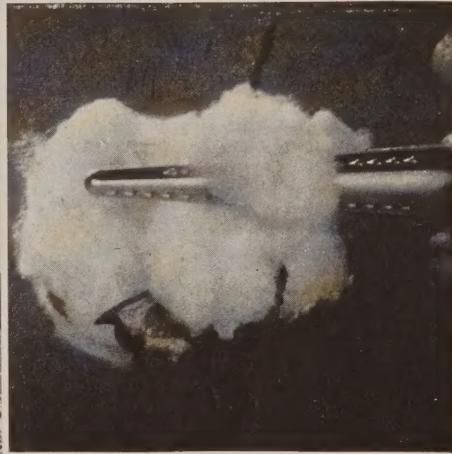
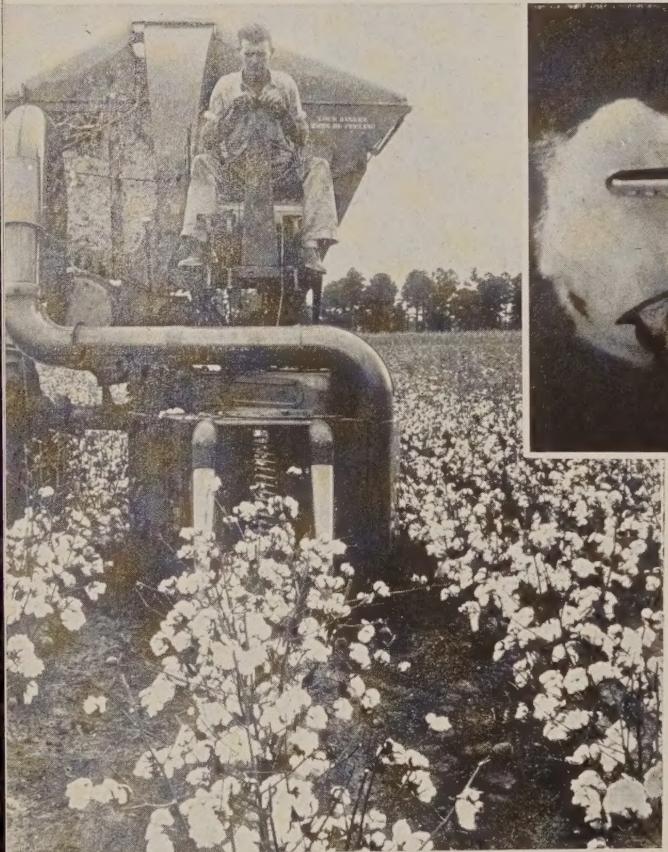
Panola Company, Ltd.
Newellton, La.

PRODUCES 3 1/2 BALES PER ACRE



J. Harvey Neely of Smith's Turnout, S. C., winner of the 1946 S. C. 5-Acre Cotton Contest. Mr. Neely averaged 1655 lbs. of lint cotton to the acre (3 1/2 bales) with Coker 100 cotton. This is the highest yield ever recorded in South Carolina. Can anyone beat it?

GOOD PICKING BY HAND OR MACHINE



We are pleased to reprint the following reports from outstanding planters from many sections of the cotton belt giving reports on the picking qualities—both hand and machine—of our Coker 100 Wilt cotton.

MISSISSIPPI

"Giving good field picking for both hand and mechanical picking. Lint turnout 37% to 38%. Excellent classification for fiber strength shown by Coker 100 Wilt."

King and Anderson
Clarksdale, Mississippi

NORTH CAROLINA

"As you know, we have been operating an International cotton harvester during this fall. I thought you would be interested in knowing that we have found this variety of cotton (Coker 100 Wilt) to be very satisfactory for mechanical harvesting. . . We find that most of this cotton opens up within a very short space of time and that it fluffs out nicely so that it is easy for the spindles to get to the lint. . ."

Geo. T. Ashford, Sec.-Treas.
Liberty Manufacturing Co.
Red Springs, N. C.

GEORGIA

"Coker 100 Wilt proved awful satisfactory with us. . . and harvested good with the mechanical picker. . . I believe the growers will all be satisfied with the Coker 100 Wilt cotton."

W. M. Clemones
Route 3
Rome, Georgia

ALABAMA

"Unquestionably your Coker 100 Wilt Resistant is the best cotton that we have planted on our farms. . . We harvested a little over 130 bales of this cotton with an I.H.C. cotton picker. You are to be congratulated on the good job done in developing this cotton for wilt resistant soils."

W. H. Smith, President
Smith-McQueen Farms
Prattville, Alabama

Top right: Showing how spindle of mechanical picker easily contacts and gathers Coker 100 Wilt cotton from the wide open, fluffy bolls.

Top left: Believe it or not, this picture of machine harvesting one of our seed increase fields Coker 100 Wilt cotton was not posed. You see, the machine is turned in a wide sweep at the end of a row that has just been picked, and in order to save backing up, is brought back into the field about five rows away, thus leaving open cotton on both sides of the row being picked.

Bottom left: Dumping the basket. This 700 lb. load of seed cotton was harvested in approximately 20 minutes.

Below: Since this cotton opens rapidly and completes its opening in a short time, it is possible to gather a high percentage of the crop with one time picking. Row on right has just been harvested by machine.



WITH COKER 100 WILT -

MISSISSIPPI

"We planted our entire cotton acreage of 1600 acres in your Coker 100 Wilt Resistant which has proven very satisfactory... The picking qualities for both hand and machine are excellent and it will play a big part in our mechanical set up."

Billups Plantation
J. C. Beard, Gen. Manager

ARKANSAS

"We prefer Coker 100 Wilt cotton to any other variety of cotton that we have planted before... We find that it makes more dollars per acre, the picking conditions are better than any other variety we have had before and the turnout is very satisfactory..."

Chester Barton
Campbell, Ark.

TENNESSEE

"It was slightly earlier, had no wilt and the picking quality was excellent."

J. S. Lawrence & Sons
Route 2, Jackson, Tenn.

MISSISSIPPI

"We are picking our cotton with mechanical harvesters and find that this cotton has many of the qualities which fit into such a program. This cotton not only begins to open early but has a tendency to complete its opening early. This, plus its large and fluffy locks, make it a most desirable cotton for mechanical picking. Our field job with mechanical harvesters this year is the best we have ever had and I am giving Coker 100 Wilt a large portion of the credit for this condition..."

R. N. Hopson, Business Mgr.
Hopson Planting Company
Clarksdale, Miss.

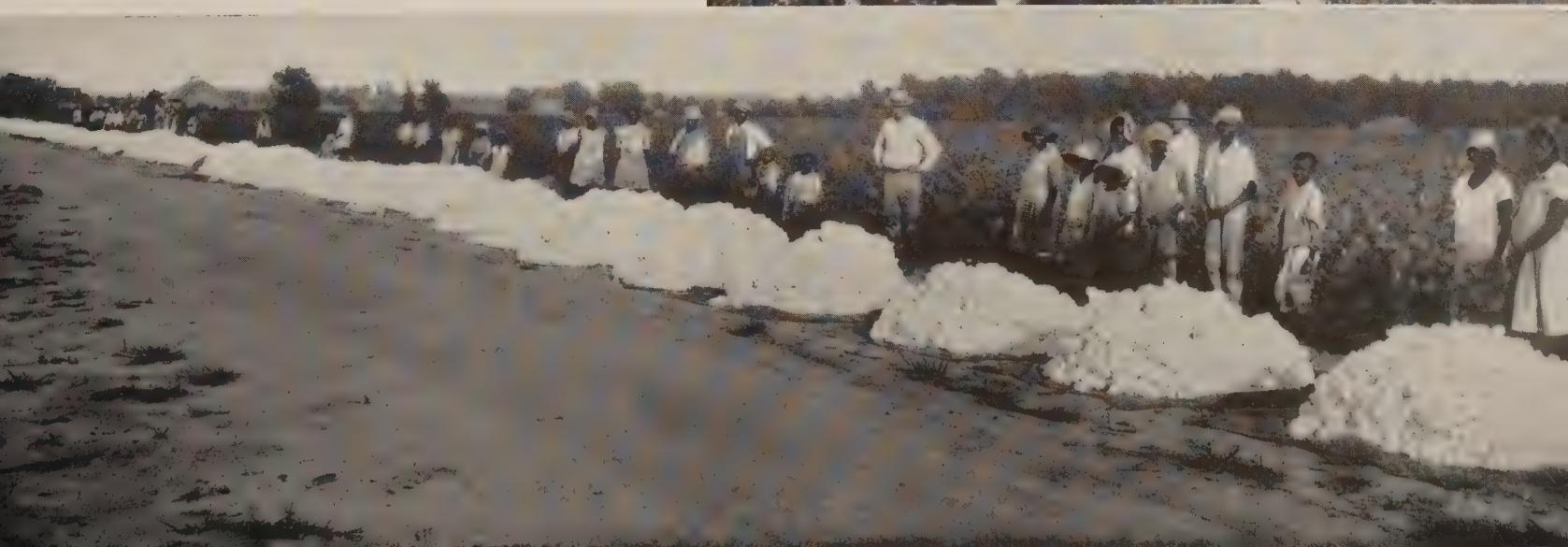
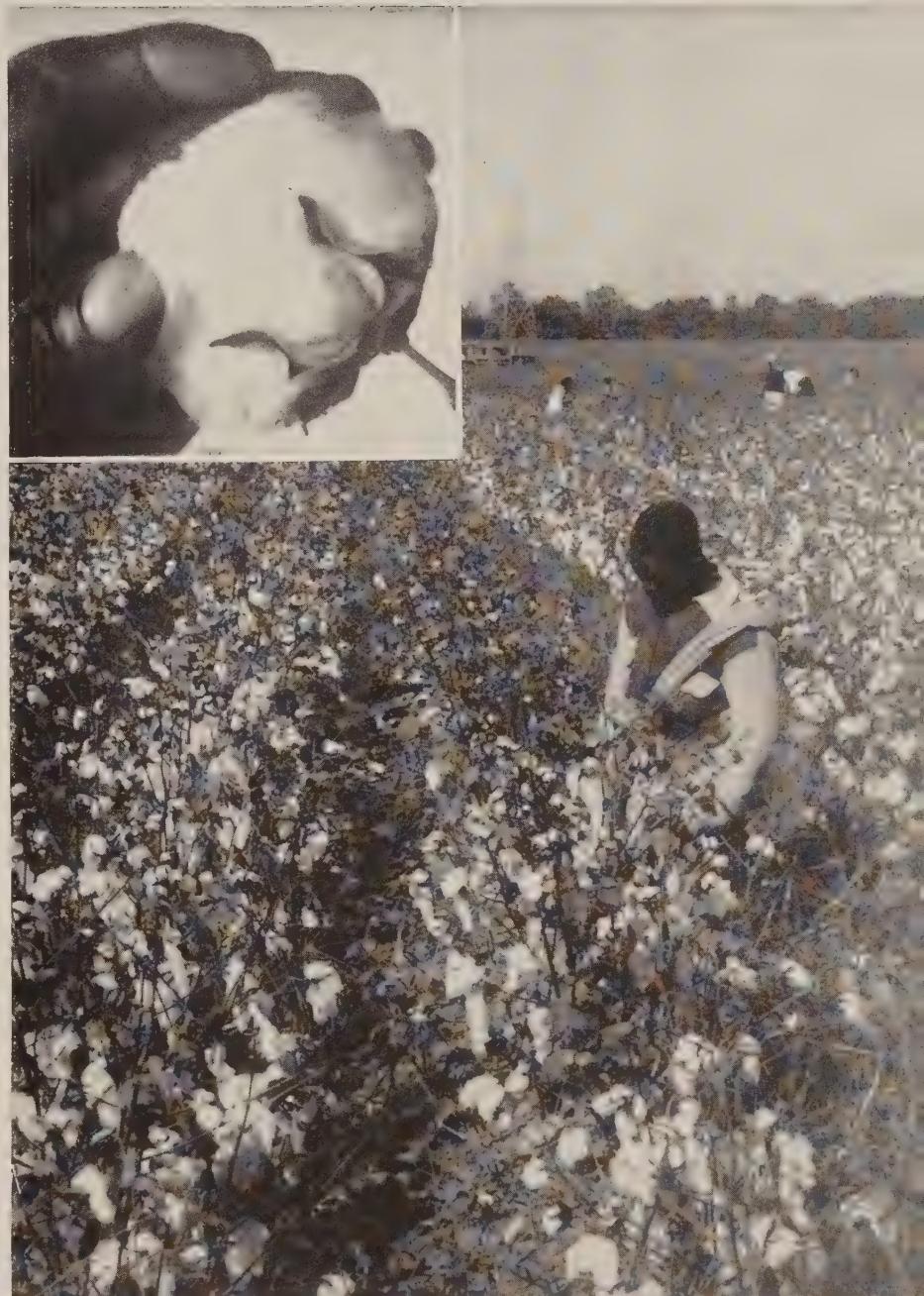
ALABAMA

"... The picking quality of it is excellent and last year many pickers made a differential in the price of picking, when they were not picking Coker's cotton. Many of them would pick Coker's cotton for 50¢ to \$1.00 per hundred less than other varieties. In all our years experience with several other leading varieties we have never had as good experience as we are having with Coker's 100."

C. Burkhardt & Company
Hanceville, Alabama

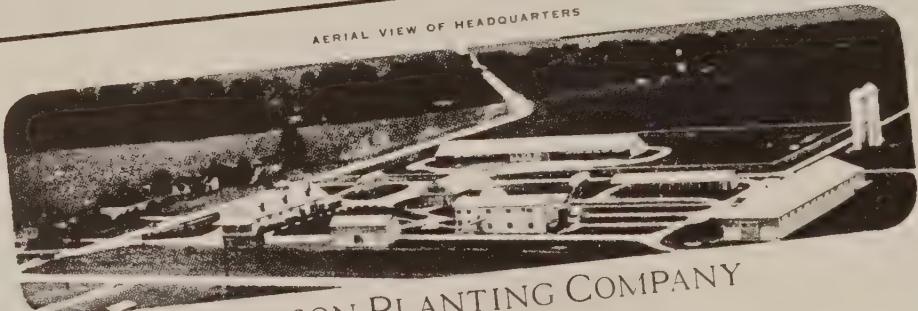
Although hand picking is much slower and the cost higher, no machine ever invented can compare with the quality of work done by a good, careful southern worker when cotton is first open and ready for the harvest.

Top left: Coker 100 Wilt bolls seem to reach out to meet the fingers.
Center: Pickers prefer it to other varieties.
Below: Familiar scene on the Coker farms during late August.



PIONEERS IN COTTON MECHANIZATION SAY -

AERIAL VIEW OF HEADQUARTERS



H. H. HOPSON, JR.
GENERAL MANAGER

R. N. HOPSON
BUSINESS MANAGER

HOPSON PLANTING COMPANY
CLARKSDALE, MISSISSIPPI

OCTOBER 8TH, 1947

COKER'S PEDIGREED SEED COMPANY
HARTSVILLE, S. C.

GENTLEMEN:

I WISH TO TAKE THIS OPPORTUNITY TO EXPRESS TO YOU MY ENTHUSIASM FOR COKER 100 WILT COTTON. AS YOU OF COURSE KNOW THIS IS OUR FIRST YEAR TO PLANT THIS VARIETY OF COTTON. THE RESULTS HAVE BEEN SO OUTSTANDING THAT IT IS OUR INTENTION TO PLANT COKER 100 WILT IN 1948.

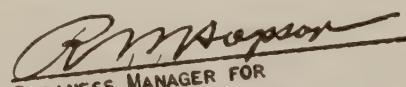
TO SAY THAT WE HAVE PRODUCED COTTON THIS YEAR UNDER DIFFICULTIES WOULD BE PUTTING IT MILDLY AND I AM SURE THAT YOU WILL AGREE WHEN I TELL YOU THAT FROM JUNE 12TH. OF THIS YEAR UNTIL THIS DATE WE HAVE NOT HAD ONE RAIN OR SHOWER HEAVY ENOUGH TO STOP WORK ON OUR PLANTATION. THIS HAS BEEN THE MOST SEVERE DROUGHT THE WRITER HAS EVER EXPERIENCED AND WE ARE MOST PLEASANTLY SURPRISED AT HOW WELL COKER 100 WILT HAS COME THROUGH THIS EXTREME PERIOD WITH A NICE YIELD.

WE ARE PICKING OUR COTTON WITH MECHANICAL HARVESTERS AND FIND THAT THIS COTTON HAS MANY OF THE QUALITIES WHICH FIT INTO SUCH A PROGRAM. THIS COTTON NOT ONLY BEGINS TO OPEN EARLY BUT HAS A TENDENCY TO COMPLETE ITS OPENING EARLY. THIS, PLUS ITS LARGE AND FLUFFY LOCKS, MAKE IT A MOST DESIRABLE COTTON FOR MECHANICAL PICKING. OUR FIELD JOB WITH MECHANICAL HARVESTERS THIS YEAR IS THE BEST WE HAVE EVER HAD AND I AM GIVING COKER 100 WILT A LARGE PORTION OF THE CREDIT FOR THIS CONDITION.

I FEEL SURE YOU WILL BE INTERESTED IN KNOWING THAT WE HAVE HAD MANY COMPLIMENTS FROM COTTON BUYERS ON THE STRENGTH, LENGTH AND CHARACTER OF THIS COTTON. THIS HAS NOT BEEN IDLE TALK BY THE BUYERS FOR THEY HAVE BACKED UP THEIR STATEMENTS BY ACTIVELY BIDDING ON EACH LOT OF COTTON WE HAVE OFFERED FOR SALE. IN OTHER WORDS WE HAVE HAD EXCELLENT DEMAND FOR MACHINE PICKED COKER 100 WILT COTTON AND HAVE BEEN HIGHLY PLEASED WITH THE PRICES WE HAVE RECEIVED.

MAY I SAY IN CLOSING THAT THE COTTON PRODUCERS OF THIS COUNTRY ARE INDEED FORTUNATE IN HAVING IN THEIR MIDST SUCH OUTSTANDING BREEDERS AS THE BREEDERS OF COKER 100 WILT.

RESPECTFULLY


R. N. HOPSON
BUSINESS MANAGER FOR
HOPSON PLANTING COMPANY.



The Hopson Planting Company of Clarksdale, Mississippi, are pioneers in the field of cotton mechanization and operate one of the most completely mechanized cotton plantations in the South. A considerable part of the field research conducted by the International Harvester Company on mechanical pickers was done on this plantation, and the Hopson Brothers are now operating sixteen of the I.H.C. spindle type cotton harvesters. Their operations have attracted thousands of visitors from many parts of the South, and it gives us genuine pleasure to present this report from them on their results with our Coker 100 Wilt cotton.

MISSISSIPPI DELTA SEED FARMS

TELEPHONE 3884

MARKS, MISS.

Oct. 7th, 1947.

Coker Pedigreed Seed Co.,
Hartsville, S.C.

Atten Mr. George Wilds:

Dear Dr. Wilds:

ALL QUOTATIONS ARE MADE FOR IMMEDIATE ACCEPTANCE AND SUBJECT TO STOCK UNBOLD UPON RECEIPT OF ORDER.
MISSISSIPPI DELTA SEED FARMS GIVES NO WARRANTY, EXPRESS OR IMPLIED, AS TO DESCRIPTION, QUALITY, PRODUCTIVENESS, OR ANY MATTER ON ANY SEEDS THEY SEND OUT, AND THEY WILL NOT BE IN ANY WAY RESPONSIBLE FOR THE CROP.

CERTIFIED

COTTON SEED

FROM ORIGINATOR.
PRIVATELY
GINNED. DELINDED.CERESAN
TREATED.

★

CERTIFIED
SEED CORN
AND
SEED OATS

★

EACH YEAR
WE PLANT
OUR ENTIRE
ACREAGE
IN BREEDERS
SEEDS.
EVERYTHING
WE PLANT

IS

THE BEST
OBTAINABLE.

★

TERMS:
DRAFT
BILL OF LADING
ATTACHED.

This past spring we decided to plant our entire acreage of cotton in Coker 100 Wilt as we had had definite wilt damage the previous year. We planted approximately 700 acres in Foundation seed direct from Coker Pedigreed Seed Company and know you will be interested in our results.

It is a very early cotton, easy to pick, and the cutturn at the gin has been very satisfactory. We have picked and ginned to date around 200 bales and it is averaging an inch and one-sixteenth to an inch and three thirty-seconds, and the grade has been averaging middling to good middling.

Our tenants are all pleased with Coker's 100 Wilt and we are sure that when the final ginning is over that we will average better than a bale to the acre.

We are also having our entire crop of planting seed A grade, Blue tag, certified. As stated above, we planted our entire acreage in Foundation seed and have our own private gin where nothing is ginned but our own crop.

We have already sold some of our Certified seed and plan on planting the Pedigreed Coker 100 Wilt again next spring, as we are better satisfied with this cotton than any we have ever planted.

Yours very truly,

MISSISSIPPI DELTA SEED FARMS,

By *F. M. Barton*

F. M. Barton

PLANTATIONS AT RICH AND MARKS, MISSISSIPPI



Globe and Rutgers
Fire Insurance Company
ORGANIZED 1863 AND 1865

Mr. J. Ralph Thompson
Coker's Pedigreed Seed Company
Cotton Exchange Building
Memphis 3, Tennessee

Dear Mr. Thompson:

This will acknowledge receipt of your letter of September 23rd in reference to Coker 100 Wilt Resistant Seed. The only sale of cotton from the seed that I have picked is very satisfactory; a turn out of around 39%.

I believe the bales are larger on this cotton than any other that I have and it is much easier picked and about a week earlier. I am catching my seed which I plan to use for my own planting next spring.

Yours truly,
TIGRETT & SHIBLEY
By *H. T. Shibley*

HPT:ef

LEADING GROWERS
REPORT -STORE
TYRONZA, ARKANSAS
ROUTE 3JOHN H. JOHNSTON
MERCHANT, PLANTER AND GINNERMAILING ADDRESS
KENNETT, ARKANSAS 10/2/1947STORE
LEVEQUE, ARKANSAS
P. O. ROUTE NO. 1
WYNNE, ARKANSASMr. J. Ralph Thompson
Memphis, Tenn.

Dear Sir:

23d. about our planting of Coker 100 Wilt resistant cotton, as you know we had a severe drought in this state that hurt cotton badly, it looks now as if this will make a bale to the acre and did not show any signs of wilt which is very bad in the section where this was planted,

Very truly yours,
John H. Johnston

1201

CLASS OF SERVICE	
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.	
JOSEPH L. EGAN PRESIDENT	
The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.	
CFR047 PD=ONEONTA ALA AUG 2 1948 915A=	
COKER PEDIGREED SEED CO=	
COKER 100 WILT RESISTANT ACCORDING TO GROWERS BEST FOR PRODUCTION STAPLE AND EASY PICKING. PICKERS CLAIM 75 POUND MORE PER DAY AND EARLIER THAN MOST VARIETIES STAPLE 1 INCH TO 1-1/16 INCHES. ALL GROWERS WHO DO NOT HAVE COKER WANT GET NEXT SEASON=	
P H HORTON=	

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

1201

CLASS OF SERVICE	
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.	
JOSEPH L. EGAN PRESIDENT	
The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.	
CFR004 NL PD=FORREST CITY ARK AUG 5 1948	
COKERS PEDIGREED SEED CO=	
COKER 100 WILT RESISTANT HAS SOWN NO SIGNS OF WILT AT PRESENT IT IS FRUITING HEAVILY AND WE ARE VERY WELL PLEASED WITH THE VARIETY TO DATE. WE WILL NOT START PICKING UNTIL SOMETIME IN SEPT AND WILL BE GLAD TO FURNISH YOU WITH PRODUCTION DETAILS UPON PICKING COMPLETION=	
ED BELSHE=	

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

SYMBOLS	
DL	Day Letter
NL	Night Letter
LC	Deferred Cable
NLT	Cable Night Letter
Ship	Radiogram

BETTER SPINNING WITH COKER 100 WILT RESISTANT COTTON

Photo furnished through courtesy
Darlington Manufacturing Co., Darlington, S. C.

OFFICERS
DONALD COMER
CHAIRMAN OF BOARD
B. B. COMER, JR.
CHM. FINANCE COMMITTEE
HUGH COMER
PRESIDENT & TREASURER
J. CRAIG SMITH
EXECUTIVE VICE PRESIDENT
W. A. TURNER
VICE PRESIDENT
J. E. WARREN
VICE PRESIDENT
A. F. MULLINS, JR.
VICE PRESIDENT & SECRETARY



Coker's Pedigreed Seed Company
Hartsville, South Carolina

Gentlemen:

I would like to commend you for the splendid progress you have made in improving the quality of Alabama cotton, particularly through the establishment of one-variety communities in our State. This better quality of fiber has not only resulted in a materially larger income to the cotton farmers who have grown it but it has also increased the efficiency of our mills and lightened the work load of the operatives in the mills. A spinner's job is tedious at best. Those who formerly walked up and down a row of spinning frames on a hot day patching up breaks caused by cotton with short and weak fibers are grateful to you.

The Alabama Cotton Manufacturers Association and the Alabama Cottonseed Crushers Association, working with the Extension Service at Auburn, are attempting to further encourage these one-variety communities by offering prizes totaling \$4,000.00 to those communities in Alabama which make the most improvement in quality and yield during the current year.

With best wishes to you.

Sincerely yours,

The Avondale Mills of Alabama were founded by the late Governor B. B. Comer in 1897, and during the half century of their operation have built an enviable reputation for quality products, enlightened employee relations, and a high standard of business ethics. The Comer family has made a significant contribution to the welfare of cotton farmers of Alabama by furnishing a ready market for cottons of improved quality.

Sylacauga, Alabama

July 27, 1948

COTTON BUYERS PLEASED—

“... Character excellent—Mills take every bale we offer. . .”

“The results that the farmers have obtained from the planting of Coker's 100 has been nothing short of phenomenal. It has been planted on wilt infested and non-wilt land with results on the land infested with wilt that the farmers are universally adopting this variety. The staple length will run uniformly from 1" to 1-1/16", actually better than 75% of over 200 bales ginned on our One Variety Community gin last year produced a staple length of 1-1/32", the character was excellent and in demand by all the Mills to whom we have been selling cotton for a number of years. We have been selling one of the largest Mills in this state for a number of years who are manufacturers of a high class chambray and other cloth with excellent results, we have had no complaints and they take every bale that we have to offer them and find it most satisfactory.”

—C. Burkhart & Co., Cotton Buyers, Hanceville, Ala.

BLUFF CITY COTTON COMPANY
SELLERS OF
CONSIGNMENT AND F. O. B. COTTON
111 SOUTH FRONT ST.—GROUND FLOOR
MEMPHIS, TENN.
August 2nd 1948.

STOVALL JETER
PRESIDENT
LOUIS B. STRONG

Coker Pedigreed Seed Company
Hartsville, South Carolina
Gentlemen:-

We wish to congratulate you on the development of the strain
are very satisfied with many customers who plant this cotton and they
on the market this cotton outsells other varieties. When offered for sale
of its strength of character and even running staple. It appears to us that this is an
advantage to both the producer and the textile industry.

We would like to see more of this particular strain planted as
this cotton is in better demand than other varieties. It appears to us that this is an
advantage to both the producer and the textile industry.

With best regards, we are,

Very truly yours,
L. B. Strong
Bluff City Cotton Co.

FRANK JACKSON JR.

JACKSON-JONES INC.
COTTON SHIPPERS
MEMPHIS, TENN.
August 2, 1948

Coker Pedigreed Seed Company
Hartsville, South Carolina
Gentlemen:

Over a course of years I have purchased from your considerable
quantities of cotton produced from your Coker 100 Seed.
This cotton has been purchased from some of the leading
planters in the Mississippi Delta and has brought a pre-
mium each year, and it has been a most satisfactory cotton
to handle, as all textile users of this Coker 100 cotton
seem to be very well pleased.

Very truly yours,
JACKSON-JONES, INC.
By: *Frank Jackson Jr.*

1220
WESTERN UNION
NEWCOMB CARLTON CHAIRMAN OF THE BOARD
A. N. WILLIAMS PRESIDENT
J. C. WILLEVER FIRST VICE-PRESIDENT
CFR044 DL PD=GASTONIA NCAR AUG 5 1948
COKERS PEDIGREED SEED CO=

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Ship Radiogram

COKER 100 WILT - FOR ONE-VARIETY PLANTING -



WESTERN UNION

JOSEPH L. EGAN
PRESIDENT

SYMBOLS	
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CFRP39 PD=HUNTSVILLE ALA AUG 2 1948=

COKERS PEDIGREED SEED CO=

OUR COMMUNITY PLANTED COKER 100 WILT RESISTANT SEED 100 PERCENT IN 1947 AND 1948. ON APPROXIMATELY 5500 ACRES 1947 CROP WAS BEST WE HAVE HAD IN YEARS AND 1948 CROP LOOKS VERY PROMISING AT THIS DATE. WE ARE SOLD ON THE EARLINESS STAPLE LENGTH AND QUALITY OF PICKING=

LILY FLAG ONE VARIETY COTTON COMMUNITY
C N BUCHANAN PRES=

THE COMPANY WILL APPRECIATE SUGGESTIONS

The Lily Flagg One-Variety Cotton Community located in Madison County, near Huntsville, Alabama, is one of the earliest of the one-variety communities formed under the program of standardized cotton production and has had the 100% cooperation of farmers of that area. The Lily Flagg community adopted Coker 100 Wilt for planting in 1947 and are making an enviable record for yield and quality of lint and seed produced.

GINS EASY AND SMOOTH

"We have finished our first ginning season with your Coker 100 Wilt Resistant cotton and ginned around 425 bales that ran 97 percent one inch staple and better. We have been ginning cotton for the past 25 years and had to gin several varieties but we have never had a cotton that ginned as easy and smooth as yours. We were able to gin as many as six bales per hour during the rush season on four 80 saw gin heads so you see why we like your cotton."

Huntsville, Alabama
August 2, 1948

Lily Flagg Gin Company
By Aaron Fleming

Nothing but Coker 100 Wilt cotton grown from seed purchased directly from breeder each year is ginned at this \$100,000 Lily Flagg One-Variety Gin.

Right hand page: Dr. George J. Wilds, standing, determines the length and "feel" of Coker 100 Wilt while J. W. Talbert, center, and R. S. Cathcart, right, look on.

At the urgent request of the Cotton Division of the Bureau of Plant Industry, USDA, and others, we have for the past several years been working toward reducing the number of our strains and varieties of cotton in order to aid in the program of standardized cotton production. However, it was not until we had bred our Coker 100 Wilt Resistant up to its present standard of performance and wide adaptability for both wilt and non-wilt soil that we felt that we could safely eliminate our other varieties.

We are convinced that it will be of greater advantage to our customers and distributors for us to offer one, superior, general purpose cotton—Coker 100 Wilt—adapted for planting anywhere that cotton is grown in the Southern Cotton Belt, rather than to offer several good varieties suited for special purposes, or for certain soil types and localities.

THE COTTON PRODUCERS ASSOCIATION



P. O. Box 163 Station A
Atlanta, Georgia

ADDRESS REPLY TO PURCHASING DIVISION

8/18/48

Mr. Robert Coker (Continued) -2-

We have found Coker 100 Wilt cotton in our community to be well adapted to growing under boll weevil condition; also we find it highly resistant to any type of wilt that we have in Carroll County. We are thoroughly satisfied with the results of Coker's 100 and believe that there is no one variety which can equal it for Georgia cotton growing conditions.

You may use my statements about your cotton in any way that you see fit.

Yours very truly,

W. R. O'Dell
W. R. O'Dell
Director of Seed Service





COKER FARMS ATTRACT THOUSANDS OF VISITORS

The work of Coker's Pedigreed Seed Company attracts thousands of visitors annually. Scientists and Government officials from practically all foreign countries in which cotton is grown have visited Hartsville for the purpose of seeing these Seed Breeding farms.

The Coker Company remembers with pride the visits of many distinguished men—Secretaries of Agriculture Houston and Jardine; Herbert Hoover, while he was Secretary of Commerce; Mr. Daniel C. Roper, Secretary of Commerce; Thomas R. Marshall, Vice President of the United States; Clifford R. Hope, present Chairman of the House Agricul-

tural Committee and his Committee members; Senators, Governors and Directors of Extension of many of the Southern states—these are but a few of the hundreds of nationally prominent men who have found it worth their while to see the work of this Company.

County Agricultural Agents, Vocational Teachers and others have not been slow to realize the value of this Company as a free agricultural institution, and each year they bring parties of farmers to see the breeding experiments. During 1948 alone more than 5,000 farmers, farm Veteran trainees, agricultural students, and others visited the Coker farms.



LEFT—Long lines of visitors' cars parked along the highway leading through the Coker Farms are a familiar sight during the summer months. CENTER—Many Veterans' classes visit the Coker Farms as part of their farm training. The Negro Veterans' class above is from Berkeley County,

S. C. RIGHT—South Carolina fertilizer manufacturers, dealers, and salesmen, inspect our Wilt breeding plots during a visit arranged by Clemson College Fertilizer Department.



Distinguished group Mississippi Valley planters, bankers and businessmen who flew in by chartered plane to inspect our cotton breeding work on August 30. Left to right: V. E. Hilliard, Vice-President, National Bank of Commerce, Memphis, Tenn., C. N. Buchanan, Helena Wholesale Grocery Co., Helena, Arkansas, W. K. Anderson, Planter and Ginner, Clarksdale, Miss., John G. Hoyt, President, B. C. Land Company, Leachville, Ark., O. K. Earp, Vice-President, Union Planters National Bank & Trust Co., Memphis, Tenn., John C. Terral, Manager, Farmers Seed & Feed Co., Lake Providence, La., J. B. Creedon, Russell Heckle Seed Co., Memphis, Tenn., R. K. Nelson, Manager Seed Sales, E. S. Voelker Co., Alexandria, La., R. E. Jeter, Planter & Ginner, Wabbaseka, Ark., Herbert Eustis, General Manager, The Goyer Co., Greenville, Miss., E. A. Stacy, Planter and Ginner, Dell, Ark., J. D. Laws, Asst. Vice-President, First National Bank, Memphis,

Tenn., Carlton V. Ware, C. V. Ware & Son, Pine Bluff, Ark., Gerald Dearing, The Commercial Appeal, Memphis, Tenn., Dr. George J. Wilds, President, Coker's Pedigreed Seed Co., Hartsville, S. C., Mayor R. W. Shand, Hartsville, S. C., Robert R. Coker, Vice-President, Coker's Pedigreed Seed Co., Hartsville, S. C., J. B. Lancaster, President, Modern Farm Service, New Roads, La., M. L. Walt, Planter and Ginner, Little Rock, Ark., J. C. Wilkerson, Planter, Newellton, La., Francis Hickman, Editor, Cotton Trade Journal, Memphis, Tenn., R. G. Deener, Deener & Skillern, Searcy, Ark., E. R. McDonald, Sr., Newellton Mill & Elevator Co., Newellton, La., three Delta Air Lines employees, R. S. Entzminger, Representative Coker's Pedigreed Seed Company, Hartsville, S. C., J. R. Thompson, Representative Coker's Pedigreed Seed Company, Memphis, Tenn.

OUR PLANT AND FACILITIES

1. This is our main business office on Carolina Avenue in Hartsville. 2. Interior view of our modern greenhouse building where winter plantings of cotton, tobacco and corn are made. 3. Dr. C. H. Rogers, Head Pathologist, Coker's Pedigreed Seed Company, shown making microscopic examination of diseased oat plants. 4. Coker's Pedigreed cotton seed stored in one of our roomy, well ventilated, steel warehouses. 5. View of several of our buildings used for processing and storing of our pedigreed seed.



OUR OTHER CROPS -



1. Seed breeding field of cigarette type tobacco seed. Seed heads are bagged to prevent cross breeding.

2. Field of Coker's Hybrid Block 3 tobacco. A new disease resistant variety which is a high producer of quality cigarette type tobacco. Seed of this tobacco will be offered this fall.

3. Note vigorous viney growth and heavy fruitage of the row of Coker's Yelnando shatter resistant soybeans on right of photo.

4. This early season view shows a portion of our main breeding nursery of small grains, in which more than 50,000 individual test rows of oats, rye, wheat and barley are planted. It is the largest grain breeding layout in the South.

5. Increase field of Hardired wheat showing plump, well developed heads and profuse stooling. This wheat has considerable tolerance for leaf rust and resistance to cold.

6. Combining a field of Coker's Victorgrain oats. Victorgrain is resistant to leaf rust, smut and cold; is of early maturity and an excellent combine oat.

7. Display bundle of Coker's Fulgrain oats—a variety of extra early maturity, stiff straw and high disease resistance.

8. Coker's Darlington County or Garrison watermelons are widely known for their delicious flavor, attractively colored meat and fine texture.

9. Section of our hybrid corn breeding plot showing sturdy stalks and large full ears with good shuck coverings. We hope to have a Coker bred hybrid ready for the market in 1950.



COKER'S PEDIGREED SEED COMPANY

DAVID R. COKER (1870-1938) FOUNDER



HARTSVILLE, S.C.

Fall 1948

TO OUR MISSISSIPPI VALLEY FRIENDS AND CUSTOMERS:

We have established a select group of Distributors for our pedigreed cotton seed at strategic locations throughout the Valley area for the convenience of our friends and customers in the Mississippi Valley states. Following is a list of these distributors:

ARKANSAS

Helena, Ark.
Hope, Ark.
Leachville, Ark.
Pine Bluff, Ark.
Searcy, Ark.

— Helena Wholesale Grocery Co.
— Thomas Kinser
— B. C. Seed & Mercantile Co.
— C. V. Ware & Son
— Deener & Skillern

LOUISIANA

Alexandria, La.
Lake Providence, La.
New Roads, La.
Newellton, La.

— E. S. Voelker Co.
— Farmers Seed & Feed Co.
— Modern Farm Service, Inc.
— Newellton Elevator Co.

MISSISSIPPI

Clarksdale, Miss.
Cleveland, Miss.
Columbus, Miss.
Greenville, Miss.
Greenwood, Miss.
Philadelphia, Miss.
Yazoo City, Miss.

— Mis Del Seed Co.
— The Goyer Co.
— Sawan, Inc.
— The Goyer Co.
— Greenwood Grocery Co.
— Trapp & Dobbs
— The Goyer Co.

TENNESSEE

Memphis, Tenn.

— Russell-Heckle Seed Co.

We are now accepting orders for our 1948 Breeder Stock cotton seed, and will be glad to have you place your order through our Distributor located nearest you; or if you prefer, use the enclosed combination order blank and envelope which will bring your order in for prompt handling by our Branch Sales Office, Coker's Pedigreed Seed Company, Cotton Exchange Building, Memphis 3, Tenn.

Yours very truly,

COKER'S PEDIGREED SEED COMPANY

THE SOUTH'S FOREMOST SEED BREEDERS





COKER 100

WILT RESISTANT
COTTON
1949 SEASON

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HARTSVILLE, S. C.

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